

Station WREG-TV MEMPHIS

Advertiser () LAW ENFRC ALLNC AMER

Product LAW ENFORCEMENT AA

Estimate# 650

Buyer KAREN BENCKINI

Phone#

Fax#

Agency () MENTZER MEDIA SERVICES

600 FAIRMONT AVE, SUITE 306

TOWSON, MD 21286

Agency C/P1/P2/E //650

Flight Dates 10/30/2012 - 11/06/2012

Hiatus Weeks

Rep Firm

Sales Office () WASHINGTON

Salesperson () FRAN BERG

Salesperson Phone# 202-872-1155

Salesperson FAX# 202-872-8745

--- CONTRACT COMMENT ---

LAW ENFORCEMENT ALLIANCE OF AMERICA *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Dates	Len	Spots/Week	Rate	Total Spots
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	1	TU-F	3P-4P	INSIDE ED/JEOP	10/30-11/02	:30	4	\$1,000.00	4
		Buyline Comment: 1/DAY							
	2	TU-W,F	5P-530P	5P NEWS	10/30-11/02	:30	3	\$1,500.00	3
		Buyline Comment: 1/DAY							
	3	TU-F	630P-7P	ET	10/30-11/02	:30	4	\$2,000.00	4
		Buyline Comment: 1/DAY							
	4	TU-F	10P-1035P	10P NEWS	10/30-11/02	:30	4	\$2,200.00	4
		Buyline Comment: 1/DAY							
	5	TH	8P-9P	PERSON OF INT	11/01-11/01	:30	1	\$4,000.00	1
	6	F	9P-10P	BLUE BLOODS	11/02-11/02	:30	1	\$4,000.00	1
	7	SA	6A-9A	SAT 6A NEWS	11/03-11/03	:30	1	\$750.00	1
	8	SA	10P-1035P	SAT 10P NEWS	11/03-11/03	:30	1	\$2,000.00	1
	9	SU	8A-930A	CBS SUN MORN	11/04-11/04	:30	1	\$2,000.00	1
	10	SU	1035P-1135P	CRIM MINDS	11/04-11/04	:30	1	\$600.00	1

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---	---	-----	-----	-----	-----	----	-----	-----	----
	11	M	5P-530P	5P NEWS	11/05-11/05	:30	1	\$1,500.00	1
	12	M	630P-7P	ET	11/05-11/05	:30	1	\$2,000.00	1
	13	M	10P-1035P	10P NEWS	11/05-11/05	:30	1	\$2,200.00	1
	14	SA	230P-6P	SEC FOOTBALL	11/03-11/03	:30	1	\$7,750.00	1

---REPORT TOTALS---

Report Totals: 25 / \$52,100.00

---SALES MONTHLY TOTALS---

Nov 12: 25 / \$52,100.00

Sales Totals: 25 / \$52,100.00

Station Totals: 25 / \$52,100.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$173,667	CABL	0%	CBLA	0%	CBLB	0%	INTA	0%	INTB	0%
		UNKN	70%	WHBQ	0%	WLMT	0%	WMC	0%	WPTY	0%
		WPXX	0%	WREG	30%						

Books null

Demos RA35+